

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David Bill  
 Serial No. : 09/105,840  
 Filed : June 26, 1998  
 Title : DISTRIBUTING PERSONALIZED CONTENT

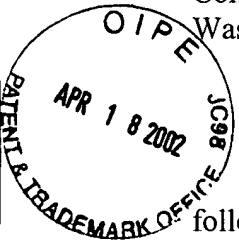
Art Unit : 2664  
 Examiner : M. Phan

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Technology Center 2600

Commissioner for Patents  
 Washington, D.C. 20231



RESPONSE

In response to the action mailed October 18, 2001, please amend the application as follows:

In the claims:

Please cancel claims 4, 5, 10, 11, 16, and 17.

Please amend claims 1, 2, 3, 7, 8, 9, 12, 13, 14, 15, 18, 20, 21, 23, 24, 27, 29, 30, 31, and 33 as follows:

1. (Amended) A method comprising:  
 determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;  
 comparing said score with a selected threshold; and  
 choosing whether to distribute said one content element to said individual recipient, in response to said comparing.

2. (Amended) A method as in claim 1 further comprising adjusting said selected threshold in response to comparing.

3. (Amended) A method as in claim 1 further comprising adjusting said selected threshold in response to said individual recipient.

7. (Amended) A method as in claim 1 further comprising:  
 repeating said determining said score, for a plurality of content elements in said pool; and

Adjustment date: 04/29/2002 (PDELOATC)  
 04/24/2002 RHEBRANT 00000084 061050 09105840  
 01 FC:102 168.00 CH  
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